

## Supplement to: Bell System Directory Cover Manual Second Edition

This supplement has been prepared to aid in the use of the special Bicentennial Cover design for telephone directories. The design is scheduled for use by Bell System Companies and Independent Telephone Companies on directories published between July 1, 1975 and June 30, 1976.

### Illustrations A and B

At the right, illustration A demonstrates the recommended Bicentennial Cover configuration for 3, 4 and 5 column directories. Illustration B shows the basic two-column directory Bicentennial Cover arrangement. Specifications for positioning all front cover illustrations and copy elements are shown on Pages 2 and 3 of this supplement.

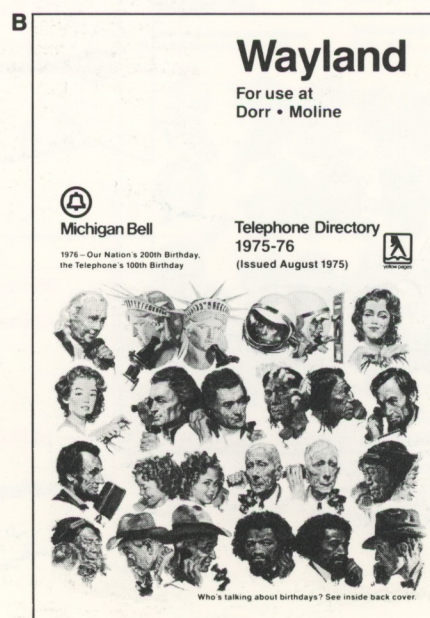
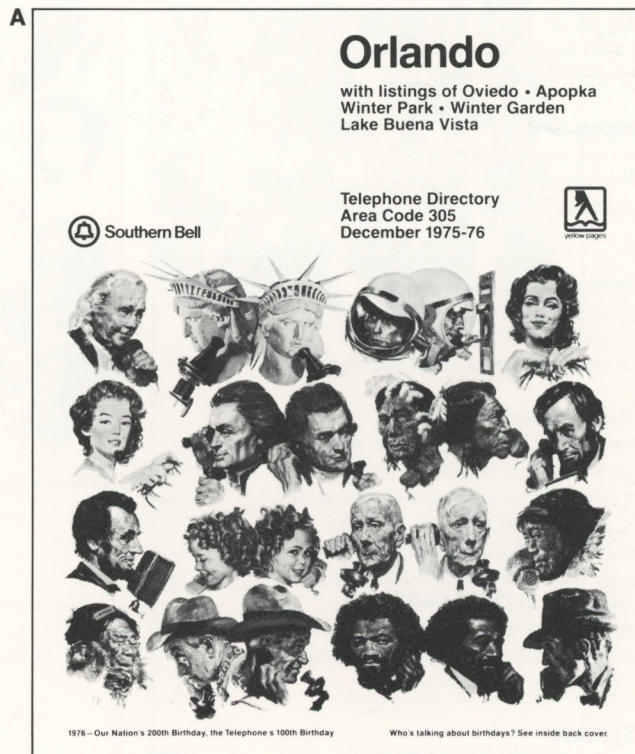
The Bicentennial Cover design will appear on both the separately-bound White Pages directories, as well as combined White and Yellow Pages Directories, as shown in the illustrations at the right.

### Yellow Pages Symbol

The Yellow Pages Symbol will appear on *combined* directories in conjunction with the Bicentennial Cover, but not on White Pages only directory covers. The symbol will appear in two colors (black and yellow) on individually run covers. The Yellow Pages Symbol will appear in one color only (black) on pre-printed covers—to be imprinted at a later time with local service area information. The information above also applies to the use of the Yellow Pages Symbol on the spine of directories.

### Materials Furnished to Printers

AT&T will furnish four-color process separation negatives or positives, progressive proof books and color proofs to all directory printers. Color separations will be furnished to fit two primary sizes of directory covers, 9"x 11" and 6"x 9". The 9"x 11" separations will also be used to accommodate larger size books (9¼"x 11" and 9½"x 11"). On larger size directories, the illustration is to be centered on the cover panels. The area identification information required on the front cover will use the positioning guidelines shown on Pages 2 and 3 of this supplement.





## Back Cover and Mailing Indicia Guidelines

The outside back cover of the White Pages and combined directories utilizing the Bicentennial Cover design will present a continuation of the Bicentennial theme of the front cover.

### Illustrations H, I, and J (3, 4 and 5 Column Directories)

The color separations for the outside back cover of the 3, 4 and 5 column directories (Illustrations H and I) will be prepared in two separate formats; one with six complete rows of characters (H), the other reduced to four rows of characters (I). This will allow for the use of postal indicia when a particular directory is to be delivered by mail. Schematic Drawing J shows a close-up of the positioning of the postal indicia elements on the 3, 4 and 5 column directories outside back covers.

NOTE: The four remaining rows of faces (Illustration I) will not remain intact as depicted on the full back cover, but rather will consist of a combination of faces selected from the six complete rows.

### Illustrations K, L and M (2 Column Directories)

There will be one format only of color separations prepared for the two-column directories outside back cover. This preparation will show the four rows of faces, as shown in Illustrations K and L. There will be no overall coverage of illustration on the back cover of the two-column directories—whether a postal mailing indicia is to be used or not. Schematic Drawing M shows a close-up of the positioning of the postal indicia elements on the two-column directory outside back cover.

### Positioning of Copy on Spine

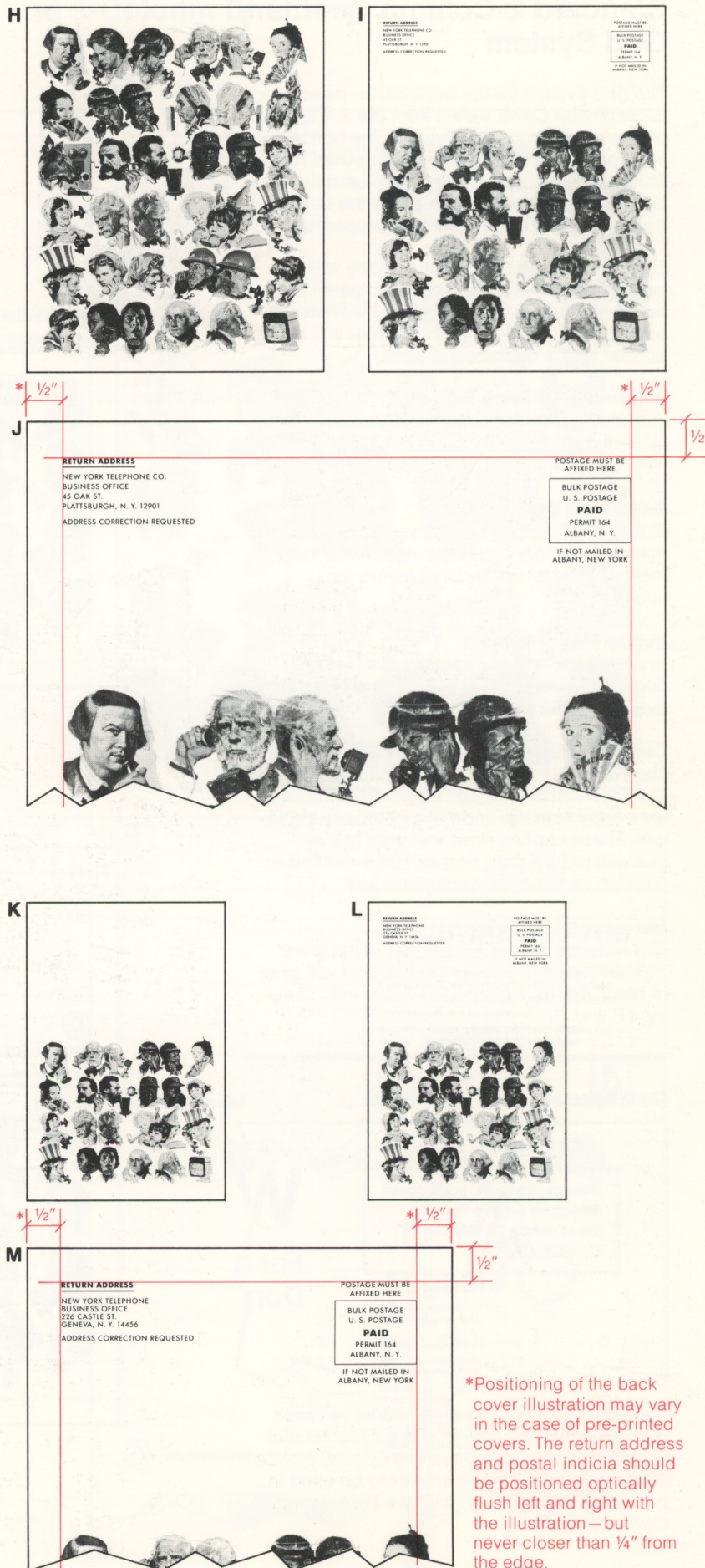
The positioning of copy elements and Yellow Pages Symbol on the spine will follow specifications for Format B shown in the Bell System Directory Cover Manual—Second Edition, Page 17.

Questions concerning the Bicentennial Cover design should be directed to:

Tom Ruzicka  
Graphic Design Manager  
Public Relations Department  
AT&T  
195 Broadway  
New York, New York 10007  
Phone: (212) 393-2707

Questions related to general directory matters should be directed to:

Harry Wiley  
Directory Services Department  
AT&T  
195 Broadway  
New York, New York 10007  
Phone: (212) 393-2641





## Standard 3-Column, 4-Column and 5-Column Directory Grid System

The grid system of the format for the front cover of the 3, 4 and 5 column Bicentennial directories divides the cover vertically into halves (centered on a 9" grid), and horizontally into one-third and two-thirds modules.

The service area identification copy will be positioned within the top one-third panel and will be printed in black only — against a white background. The top one-third panel will not appear with a background color.

### Schematic Drawing C

Schematic Drawing C is shown here as a production guideline for the 3, 4 and 5 column directory covers that require a minimum of service area listing information.

### Schematic Drawing D

Schematic Drawing D represents the 3, 4 and 5 column directory covers that require a maximum amount of secondary service area information.

### Schematic Drawing E

Schematic Drawing E defines the guidelines for 3, 4 and 5 column directory covers that are required to show two Area Code listings.

### Typeface and Type Sizes

The names of the primary service areas, shown at right, are set in Helvetica Medium. Point size will vary for primary service area names of different lengths. The secondary information is also set in Helvetica Medium. Point size for secondary copy will vary, depending on the amount of area listing copy required to be displayed. Minimum type sizes are shown on Schematic Drawing D. Larger type sizes should be used where less copy is required.

### Yellow Pages Symbol

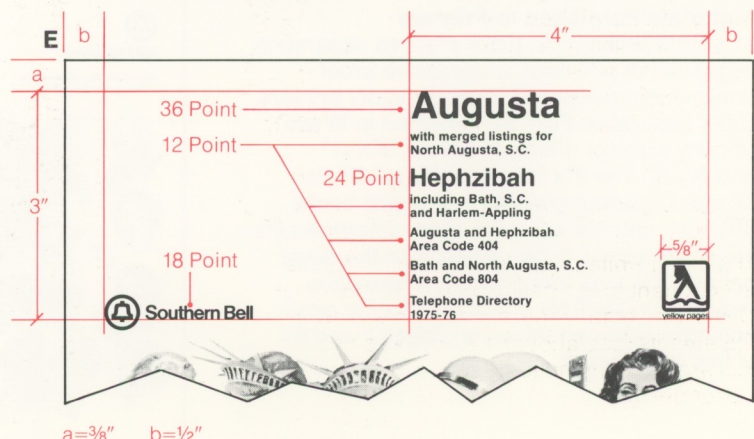
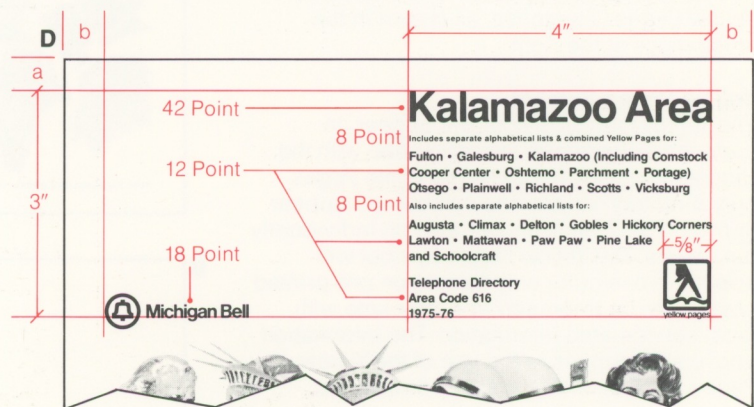
The size and position of the Yellow Pages Symbol are shown on the schematic drawings at the right.

### Caption Line in Red

The caption line, "1976 — Our Nation's 200th Birthday, the Telephone's 100th Birthday" will be printed in the lower left corner of the cover module in the process red ink only and will be furnished in position on the color separation film.

### Reference Line

The reference line, "Who's talking about birthdays? See inside back cover," will be printed in the lower right corner of the cover module in black ink — in the identical typeface (Helvetica Medium), type size and horizontal positioning as the caption line, printed in red, to its left. Camera-ready reproduction proofs of the entire inside back cover design, containing all explanatory copy, will be furnished by AT&T.





## Standard 2-Column Directory Grid System

The grid system for the two-column directory Bicentennial Cover varies from the 3, 4 and 5 column directory cover system. The horizontal division *does not* maintain the one-third to two-thirds modular relationship. The illustration area occupies approximately one-half the horizontal division instead of a two-thirds proportion.

The service area identification copy will be positioned within the top one-half panel and will be printed in black only — against a white background. The top one-half panel will not appear with a background color.

### Schematic Drawing F

Schematic Drawing F demonstrates the modular divisions, type sizes and positioning of elements for a standard two-column directory.

### Schematic Drawing G

Schematic Drawing G represents the two-column directory cover that requires a maximum amount of secondary service area information.

### Yellow Pages Symbol

Note that the Yellow Pages Symbol varies slightly in size ( $7/16"$  vs.  $1/2"$ ) depending on the available area of white space.

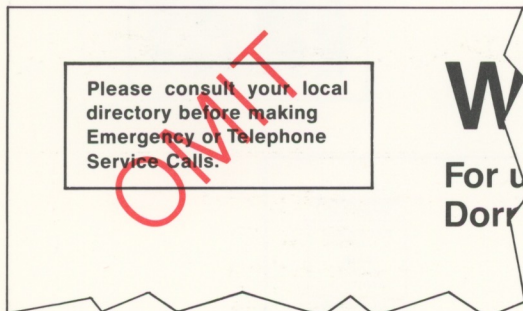
### Caption in Red and Company Signature

The caption line has been repositioned *in two lines* in the lower left corner of the service area copy module, under the company signature. These caption lines will print in the process red ink only, and will be furnished in position on the color separation film.

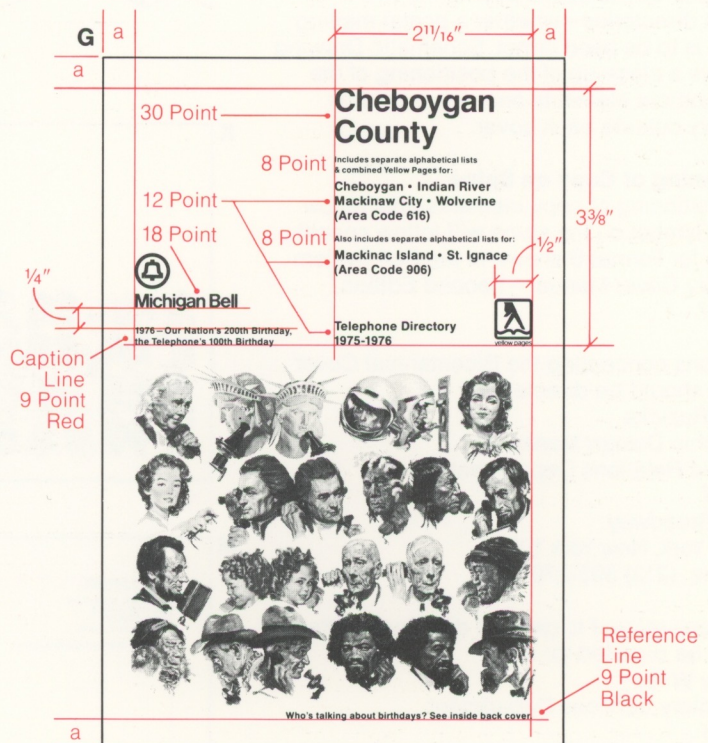
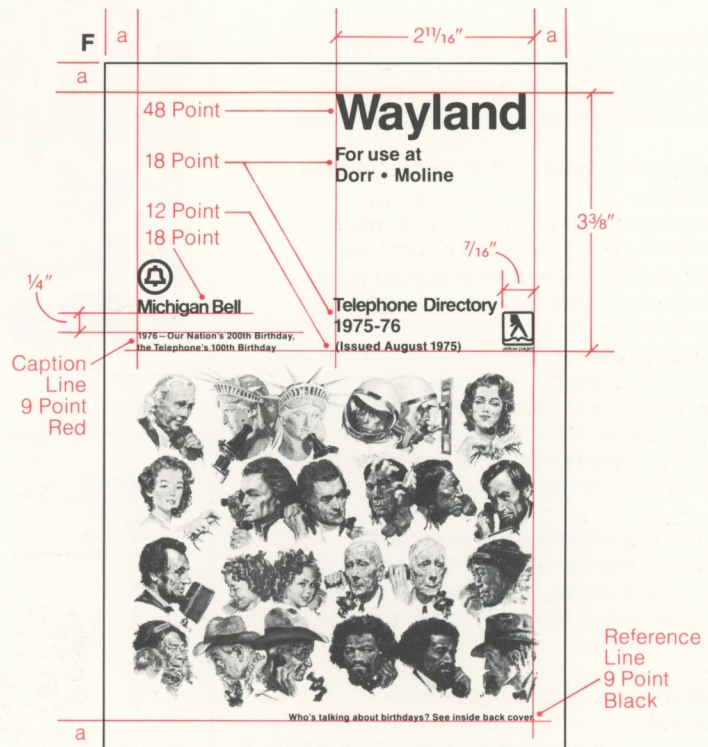
### Reference Line

The Reference Line will appear in the lower right corner of the cover module and will print in black ink, as indicated in Schematic Drawings F and G.

### Omit Special Notice Statements



The clean white space of the upper left area is important to the design of the Bicentennial Cover. Any other copy, such as Special Notice Statements (see above) are *not* to be used in this area in conjunction with the Bicentennial Cover design.



a = 3/8"